



## HOLDING THE CAMERA

Alberto Vieceli

**Exhibition open from 5 September 2020 to 24 January 2021**

A proposal by Festival Images Vevey (5-27 September 2020) in collaboration with the Swiss Camera Museum – Vevey

The press release and illustrations copyright free can be downloaded from the site [www.cameramuseum.ch](http://www.cameramuseum.ch), Press tab



Praktica IV, Version 2 (1960-1964)



The Swiss Camera Museum is teaming up with Festival Images Vevey to present Alberto Vieceli's Holding the Camera exhibition. Between 2015 and 2019, the Zurich graphic designer collected more than 700 images in manuals, leaflets, brochures or photographic magazines. Most of these publications date from the 1950s and 1960s, some are more recent. These images have a didactic function. They show the ideal way to hold a camera, whether it's as tiny as a spy Minox or as bulky as a large format Sinar camera.

Alberto Vieceli selected around 350 of these images from the book Holding the Camera, recently published by everyedition, the publishing house of the graphic designer and his partner Sebastian Cremers. He classified them according to criteria of position and attitude, making an inventory that is both documentary and unusual of the best way to hold a device.

The transition from the book to the exhibition corresponds to an additional creative gesture. In the museum, Alberto Vieceli subverts his own typology to offer another arrangement, even more playful and unexpected.

This inventory has archival value, almost a repository of good gestures in the era of film photography. Alberto Vieceli certainly has the words of an expert graphic designer in the series, the accumulation, the variation on the same theme or the inverted point of view (the photographers are photographed here). Seen today, the images are often funny and absurd. But they retain absolute relevance. They reveal the heart of the photographic act: an incomparable alliance of human beings and an optical machine.

Based in Zurich, Alberto Vieceli (1965) runs a graphic design studio with Sebastian Cremers. Both work mainly in the cultural field. Their portfolio includes books, graphic identities, videos, exhibitions or installations. Alberto Vieceli and Sebastian Cremers have won numerous Swiss and international awards, such as the Festival de Chaumont Design Graphique prize, the Swiss Design Award, the Jan Tschichold Prize or the Most Beautiful Swiss Books.



### **Three questions for Alberto Vieceli**

#### **Why do you collect images that share the same motif ?**

The act of collecting makes it possible to condense or even compress a visual effect or an idea. My approach is similar to those of great models like Hans Peter Feldmann, Erik Kessels or Peter Piller. I work like this on different projects. Among others for my books on postcards (*Saluti dal Mare, OK OK, Animal Greetings from the UK*), or in collaboration with Sebastian Cremers (*Divisions of Pleasure*) and Tania Prill (*Money*).

#### **How did you come up with the theme of Holding the Camera ?**

It all started in 2015 with the Minox manual that I still have at home. I used this tiny camera a lot in the 1980s. When I looked through the manual, I noticed a small picture where a person was showing how to hold the device. That is, someone who pretended to take a picture and was photographed herself for educational purposes. It immediately dawned on me that this was a book theme, as far as I can find other images of the same kind. After four years, I had collected around 700 images.

#### **How did you classify your photographs ?**

It was a very long process, but little by little different groups emerged from this mass of images. First there were classic topics like the horizontal or vertical position, shooting from the waist, the torso or with the arms stretched above the head. But gradually something strange happened: groups of images that normally do not exist in textbooks appeared. Like hidden faces, trigger with a closed eye or hold a camera without a photographer. These selections have become increasingly important. It allowed me to have a more specific point. The goal was to have 26 groups that matched the 26 letters of the alphabet. These letters were then used to catalog the images. And in the end, the chapter titles were harmonized with each other.



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## **Text 500 characters**

The Swiss Camera Museum is teaming up with Festival Images Vevey to present Alberto Vieceli's Holding the Camera exhibition. The Zurich graphic designer has collected hundreds of images in old photographic textbooks. These photos show the perfect way to hold a camera, whether it's as tiny as a Minox or as bulky as a Sinar camera. Alberto Vieceli selected around 350 of these images from the recent book Holding the Camera. This funny and unusual inventory is now being deployed in the Vevey museum.

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[www.cameramuseum.ch](http://www.cameramuseum.ch)

Tuesday to Sunday 11 am-5:30pm  
Open on bank holidays

Times during the Festival Images Vevey, from 5 to 27 September 2020:  
every day 11 am-7pm.

[www.images.ch](http://www.images.ch)